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MAY 30 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICIAL

First Named Applicant: Chang)	Art Unit: 2173
)	
Serial No.: 10/003,714)	Examiner: Vu
)	
Filed: October 29, 2001)	50R4802
)	
For: SYSTEM AND METHOD FOR ESTABLISHING)	May 30, 2004
VIEWER SHOPPING PREFERENCES BASED ON)	750 B STREET, Suite 3120
VIEWING AND LISTENING PREFERENCES)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

In response to the Office Action dated May 3, 2004, please amend the above-captioned patent application as follows. Replace the substitute Figure 2 filed February 11, 2002 with the enclosed Figure 2, properly showing elements 40a, 40b as originally disclosed on page 9, lines 20 and 21.

1100-43.AMD